

CLAIMS

Claims 1-27 (Canceled).

Claims 29-44 (Canceled).

28. (Previously Presented) A method for consumer recording and publicly reporting monetary commentary using a commentary reporting service, the method comprising:

- receiving an entity selecting electronic communication from each of a plurality of data inputting users different from the commentary reporting service in which the data inputting user selects an entity from a plurality of entities different from the commentary reporting service and the user;

- for each of the data inputting users:

- providing a positive rating category and a negative rating category for the data inputting user-selected entity;

- receiving user selection input from the data inputting user to select either the positive rating category or the negative rating category for the data inputting user-selected entity;

- receiving user selection input from the data inputting user of an amount for a monetary contribution; and

- receiving the monetary contribution to the commentary reporting service from the data inputting user in the data inputting user selected amount;

- aggregating the monetary contribution from the data inputting user with the monetary contributions from other data inputting users for the data inputting user-selected entity according to the rating category selection of the data inputting user for building a monetary commentary of data inputting user satisfaction or dissatisfaction with the data inputting user-selected entity based upon the monetary contributions associated with the positive rating category and the monetary contributions associated with the negative rating category by the plurality of data inputting users for building the reputation of the data inputting user-selected entity up or down;

in a computer associated with the commentary reporting service, storing data related to monetary commentary for the data inputting user-selected entity;

receiving an electronic communication from a data reviewing user to select an entity from among the plurality of entities;

in response to the electronic communication from the data reviewing user, retrieving stored monetary commentary data related to the data reviewing user-selected entity; and

indicating the monetary commentary data related to the data reviewing user-selected entity.